



# Right Brain Aerobics

**“Don’t be a Rock Star at Work – Be a ‘Star’! 5 Tips for Right Braining Your Way into Sanity and Innovation...”**

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Are you a Rock Star at work? I was a great one. Here’s the drill

- Do you almost “enjoy” feeling like you’re pushing a “Rock” up a hill half the day trying to explain to people about that new app or smart cool business cloud thing you can “clearly see” will change everything? That they are just as sure is a passing fad? Like the internet. Or in my uncle Grady’s case, *cars*. (He was a horse trader in my youth... Wait. At \$5 a gallon for gasoline, maybe he was onto something...)
- Do you feel great when you work til midnight (knowing that most bummed out by 9 or 10 pm)? And you’re the champion?
- Do you build up #’s of hours at a repetitive task or crisis – instead of # of great creative ideas and missions accomplished that you actually care something about...having long ago left early soaring dreams covered with cobwebs and crayolas?
- Do you have a family or friends who complain that you’re incessantly gruff and uncooperative (no doubt that’s also the 4 hrs sleep that you claim is “good enough for me!”)? Do you *have any actual close family or friends left?*

**Congratulations! You’re a Rock Star at Work...!**

**Now stop it.**

Some people are not Rock Stars at work – they are “Stars!” They seem to glide along, getting a lot of perks or running their own entrepreneurial companies and vacationing in Fiji. They’re very irritating to you. You’re not sure how they do this. Maybe they found more hours in the day somewhere? How DO they DO THIS?

To be one of those – whether you want to, or must be dragged kicking and screaming into sanity and innovation – here are 5 Beginner’s Rules for “Starring” -- not “Rock Starring” -- at Work.

- 1. Take a music or painting class.** Don’t argue – you’ll thank me later. Your RIGHT BRAIN has been hiding (in self-defense). To be creative get creative! This is one of the places it will peak out in “aha moments.” It’s hard to play the guitar with sexy aplomb or paint pottery – and focus on your To Do List. Somewhere during this event you might actually have a MOWIYO. (MOMent Wlth YOurself ) That’s the Genius we’re after. **Your Inner Innovator...**
  - a. **First off, this will calm you down, will lower your blood pressure** and likely build a little grey matter in your brain. (Yes it will. See [www.rightbrinaerobics.com/RBA\\_Articles.html](http://www.rightbrinaerobics.com/RBA_Articles.html))
  - b. **Second, the OTHER 90% of your brain will NOTICE that you’re available** in an open and creative state and stop boycotting. Really.
  - c. **Third, actually say “hello” to other people in the class and look them in the eye --** and not just an I’m-too-important-to-know-a-person-I-met-in-a-painting-class nod. Remember eyes? They’re what we looked into before Tweets and Flickr’s. There’s a whole universe in there begging to get out! Happy human eyeball contact sparks the creative right brain no end!

- d. **Fourth, notice all crazy creative hunch “pop ups” about ways to be a STAR at work** (with a great new effortless idea) instead of a Rock Star (with a great new way to work more hours!)
- e. **Fifth, write down these crazy ideas and “right brain signals” with a pen or pencil on a piece of paper and see if you see a strategy in them.** Then go plant a tree. (See [www.greenworld.org](http://www.greenworld.org).) Then DOODLE on the paper where you wrote them. Your right brain will consider this nonsense a knock on the door and wake up! Think that’s crazy? Hands down the most right brain people in the world are children. They spend whole days in utter nonsense and soak up EVERYTHING like a sponge. Better: Actually ASK a child how they do this. LISTEN. This will be better for you than a management class. It’s free and you need no technical skills or upgrades.

## 2. Stop trying to “think” outside the box! Instead:

- a. **GO** outside the box. That’s right. Remember outdoors? Where the ceiling height is a universe in dimension and the air is considerably more oxygenated and unrecycled. The one thing you really don’t want to recycle is air! Go outside and breathe the real thing. Your brain is oxygen-starved. How are you going to be a Star at work if your brain is being asphyxiated? Think this is crazy? The latest “big thing” is Oxygen Therapy. Soon you’ll be paying for it. Breathe it now while it’s still free.
- b. **NOTICE WHERE YOU ARE. GET LIFE SUPPORT.** Okay, you’re IN a box staring at a smaller box all day. If an extraterrestrial scientist visited she would think it most odd that the humans are a species that sit in big boxes and look at small boxes. She might call this **BOX LAND. Your brain is in BOX LAND!** Quick! While there’s time! Get yourself and your children outside into SKY LAND and AIR LAND. Think of it as a Life Support System for your creativity. **Try to get yourselves and your RIGHT BRAINS at least a couple of hours a day on LIFE SUPPORT.**
- c. **If you don’t think you’re creative, don’t be too hard on yourself.** There’s NO WAY to be anything BUT an in-the-box thinker if you look and live inside boxes! And that square screen is coming soon to eyeglasses near you so that even your eyes won’t be able to see much more complex natural living systems and understand them – without your To Do list or someone’s twitter address popping up on your eyeglass lenses; well, lens, it will be just one lens.) The Borg have landed...! But there’s a way out...
- d. **WRITE when you’re “outside the box.”** Walk physically outside the box and take your brain with you!! Sit under a Tree. This is one quick way (and absolutely works) to “think outside the box”! Let creative juices flow. Think of 6 Impossible Things – then go do them. Get a piece of paper and a pen and write them down. These were once a Tree and a Bird Quill – nature’s all natural, organic way to help us do “knowledge transfer” into our little pea brains – which are NOT set in stone. These myths are busted. You can change that brain at 92 – and measure the grey matter change. No excuses!
  - i. Write stuff down that MATTERS to you. How often do you do that? How on Earth do you expect to know what you think, if you never put yourself on the calendar to think your own thoughts??
  - ii. You’re looking for CREATIVE INSIGHTS not more To Do lists. All great inventions and new concepts spring from Insights -- and desires to ditch the To Do list. Einstein hiked, played the violin, and did not use computers. You’ll be in good company. Go take a hike...takes on new meaning.
  - iii. Plant another Tree since you used paper. Planting your own tree in your own yard is even better for the right brain. Get those hands in the soil.

3. **Start a NEW to do list: What I ACTUALLY WANT out of life and out of work.** Write it down. Keep it in your pocket. Dream on it. Paint it. Write a song to it. Dance it out. DO NOT sit in a box when you write down what you really want! Are you crazy? Sit – or dance -- outside where there's no ceiling to or walls to hold down your thoughts!! Or go "swing out" in the "play ground." The more outrageous the activity the better. Learn twirling. Juggle. If you must Tweet, do it on a Ferris Wheel. And while you're at it, take one of Mr. Buehler's Days Off, too...

Your right brain is NOT linear – it speaks and responds to abstract symbols (like "swing out" and "play ground") and will reward you for diligently providing complex and colorful new stimuli!!

Really! How many years can you sit and look at the same white walls in that office (home office included) and expect something different!! Stop starving your right brain! Get out of TO DO LAND and into WHAT I ACTUALLY WANTLAND for at least an hour a day! That prescription is better than any RX. Aren't you WORTH an hour a day of time on your own calendar??

4. **Stop Taking Half a Brain to Work!** Would you go to work wearing half-a-hat? Then, don't go to work wearing half-a-brain! Take that Right Brain for a spin at work! You'll be surprised at what it can actually do when you take it out on the open road! If you can't be creative with a spread sheet, believe me, somebody else will – and turn it into a new company you'll wish you'd thought of. They took their Right Brains to Work!
5. **Practice this a few days, breathe deep, and drink a lot of water. You're oxygenated, hydrated, out of the box, and on your own calendar. NOW tackle that hard problem, insurmountable challenge – and see what kind of outrageously great new ideas pop up while swinging!!** Innovation is often waiting in the park, not the parking *lot* where you drag yourself at midnight. Keep that pad and pen handy.

You have just taken a step away from being a Rock Star to becoming a "Star"! At work and life. Your friends and family will notice. It is utterly **impossible** to do the above for even a short time every day -- and not find yourself tapping into the utterly unfathomable, unmined riches, the work-snipping insight and loveable creativity in that beautiful unleashed "starry" mind! Getting to the "heart of the matter" is what Rock Stars have to "put on hold." The people who don't put this "on hold" are what you call "Stars." Not just the movie kind...

Have a MOWIYO this week! Gotta go outside now.

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From the "Take Your Right Brain to Work" series by S.H. Rodman, CEO/Creator, Right Brain Aerobics. Author/creator, Right Brain Express, Star Talk, "Cosmic Cowboys" and "Parallel Universe" Sci-Fi Musicals, "Air Traffic Controllers" Sci-Fi Screenplay, and decades of creative innovation in big industries and to raise a lot of money for non-profits. [www.rightbrainerobics.com](http://www.rightbrainerobics.com). Plant more trees, go to [www.greenworld.org](http://www.greenworld.org)